ABSTRACT OF THE DISCLOSURE

The liquid crystal display apparatus includes a liquid crystal layer 10 and a liquid crystal driving unit 19 which are held in being sandwiched between a pair of opposed boards 11, 12, and polarization plates 33, 34 and phase plates 31, 32 which are located on the upper side and on the lower side, respectively. Moreover, a pixel of the liquid crystal display apparatus includes the reflection display unit whose reflectivity's applied voltage characteristic is the normally-closed type and the transmission display unit whose layer thickness is thicker than that of a liquid crystal layer constituting the reflection display unit. Furthermore, the polarization plate 34 and the phase plate 32 located on the lower side of the opposed boards form an elliptical polarization plate, thereby converting, into a circularly-polarized light, a backlight light at a point-in-time of having passed through a liquid crystal layer's portion corresponding to a difference in the layer thickness between the liquid crystal layers.